

# RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 18, 1997

RJR Account #194040

Ms. R. Fairbanks  
FINKLE DIST., INC.

## SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Ruth:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 193 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	13
Light Men 100	12300-22592	13
Light 100	12300-22589	13
FF 100	12300-22590	6

### DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is **NOT** added to Display)

EFT \$ Amount:

\$6,341.64

Non-EFT \$ Amount:

\$N/A

51845 8599

-2-  
B2G1F  
FINKLE DIST., INC.

**PROMOTION DESCRIPTION:** SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.  
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

**PLACE INTO EACH DISPLAY:**

- \* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)  
*BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100*
- \* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- \* ONE COPY OF THE ATTACHED 'RETAILER LETTER'  
(USE ATTACHED AS MASTER TO MAKE ADDITIONAL COPIES AS NEEDED)

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.  
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;  
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

***RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.***  
***(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$220.50 (15.75 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc

cc: R. Westenberger / 162303

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

51845 8600

# Here's A September Offer That's Sure To Please: Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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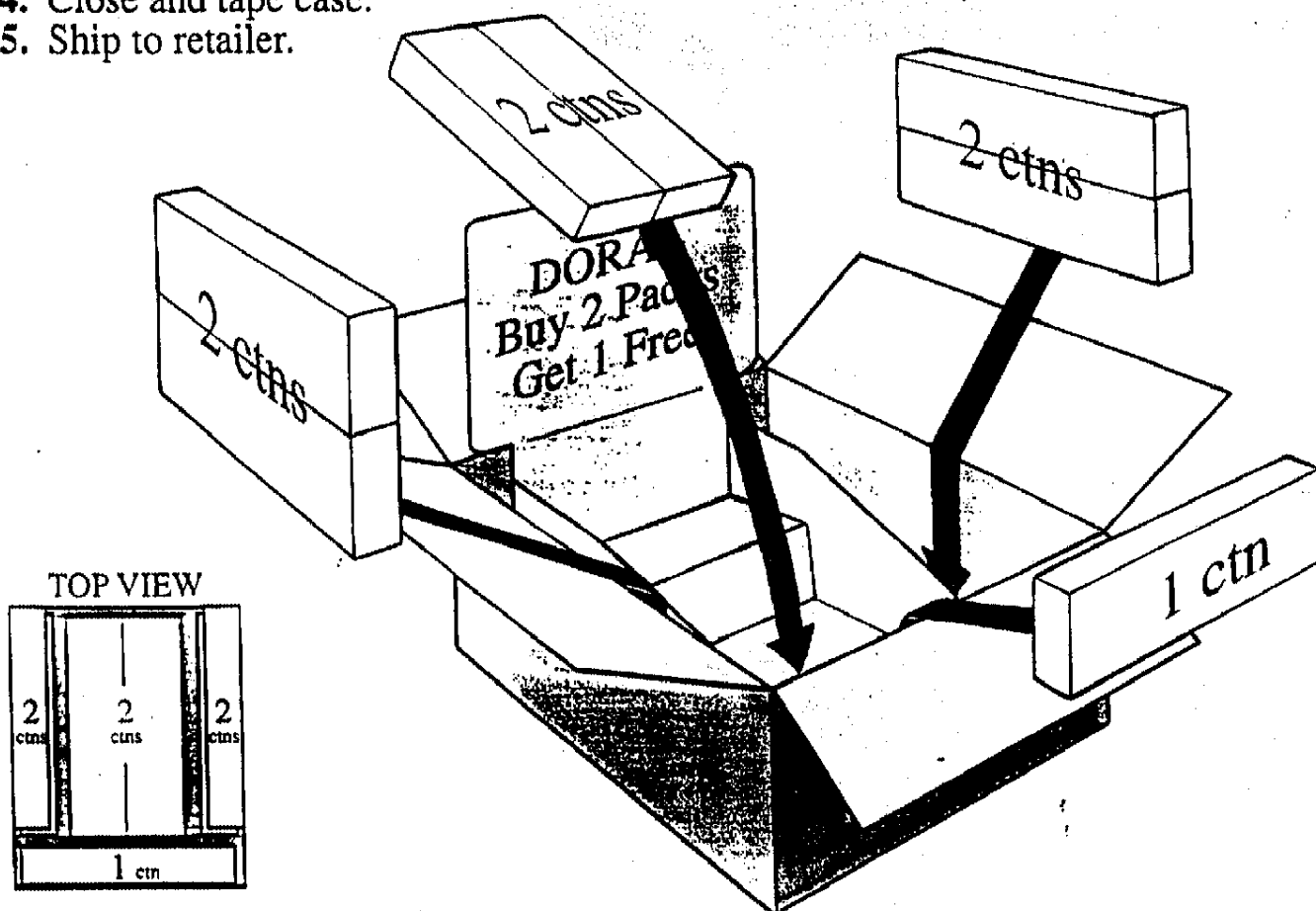
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS--3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

### STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.  
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>LT MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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WHOLESALER : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
 TEMPLATE : 701143 70900 DOR B2G1F SEPT  
 TEMPLATE SEQ : 0014  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	176593	FULLERS CORNER STOR	RR 1 BOX 547	NORTHVILLE	NY	12134	1				(518) 863-4190
162303	162234	177257	FRANKS MARKET	261 W FULTON ST	GLOVERSVILLE	NY	12078	5				(518) 725-7422
162303	162324	240242	HOLMES & KUGLER	717 NOTT ST	SCHENECTADY	NY	12308	2				(518) 382-8477
162303	162234	287798	PHILBROOKS MARKET	27 MAIN STREET	FULTONVILLE	NY	12072	3				(518) 853-4722
162303		343317	KING FOODS 8605	1600 WESTERN AVE	ALBANY	NY	12203	1		2682-0000		(518) 456-6388
162303	162234	363861	FT PLAIN NEWS	58 MAIN ST	FORT PLAIN	NY	13339	5				(518) 993-4988
162303	162234	440243	CONVENIENT CORNERII	5 COMERIE AVENUE	JOHNSTOWN	NY	12095	1		3643-0000		(518) 762-7353
162303	162322	472795	MINI KWIK	ROUTE 30	AMSTERDAM	NY	12010	5				(518) 842-2537
162303	162324	528013	ALBANY BEVERAGE	3899 CARMEN RD	SCHENECTADY	NY	12303	1				(518) 355-4370
162303	162322	546784	CONVENIENT CORNER I	ROUTE 30	BROADALBIN	NY	12025	2		3643-0000		(518) 883-3595
162303	162234	558185	MINI KWIK	207 W FULTON ST	GLOVERSVILLE	NY	12078	5				(518) 725-5289
162303	162324	565311	UPTOWN BEVERAGE	1866 ALTAMONT AVE	SCHENECTADY	NY	12303	2				(518) 355-2505
162303	162322	577317	MARK COLONEY	D/B/A COLONEY SAL	NORTHVILLE	NY	12134	3				(518) 863-4363
162303	162324	578453	OZBAY SERVICE CENTE	1605 BROADWAY	SCHENECTADY	NY	12306	2				(518) 374-8867
162303	162322	579941	COUNTRY CUPBOARD	RT 5 SOUTH	PATTERSONVILLE	NY	12137	1				(518) 887-9812
162303	162322	586076	TIMAR'S ENTERPRISES	437 SARATOGA RD	SCOTIA	NY	12302	4				(518) 399-8773
162303	162234	589558	BUHRMASTER INC.	204 N PERRY ST	JOHNSTOWN	NY	12095	2				(518) 762-4617
162303	162324	619887	BONFARE FN PD 51053	2009 BROADWAY	SCHENECTADY	NY	12306	1				(518) 381-6136
162303	162324	626474	HOLMES & KUGLER	127 ERIE BLVD	SCHENECTADY	NY	12308	2				(518) 382-1491
162303	162234	642209	ERICA'S	82 WEST EIGHT AVE	GLOVERSVILLE	NY	12078	2				(518) 725-9153
162303	162234	642210	O'BRIEN VIDEO	60 1/2 ELMWOOD DR	GLOVERSVILLE	NY	12078	5				(518) 773-8221
162303	162322	669794	MARIANVILLE LAKESID	8865 MARIANVILLE	PATTERSONVILLE	NY	12137	1				(518) 864-5496
162303	162234	693380	MARIANNE'S MINI MAR	1008 STATE HIGHWA	GLOVERSVILLE	NY	12078	4				
162303	162234	700524	JOHNSTOWN BEVERAGE	490 N PERRY ST	JOHNSTOWN	NY	12095	5				(518) 762-6677
162303	162324	704359	CARMEN GETTY	3300 CARMEN RD	SCHENECTADY	NY	12303	1				(518) 355-8760
162303	162234	745229	JEN'S CORNER DELI	500 N MARKET ST	JOHNSTOWN	NY	12095	1				(518) 762-5367
162303	162234	757103	TWINS	SEC INC.	JOHNSTOWN	NY	12095	1				(518) 762-4421
162304	162321	175519	BONFARE FN PD	2 SOUTH ST	BALLSTON SPA	NY	12020	1				(518) 885-4443
162304	162321	176471	MINI CHOPPER #71	CHURCH ST & RAILR	SARATOGA SPGS	NY	12866	1		1427-0000		(518) 584-2770
162304	162322	176552	DICK & JERRY'S	ROUTE 29 & ROUTE	GALWAY	NY	12074	1				(518) 882-9394
162304	162322	176553	VASELS STATION	ROUTE 29 RD 1	GALWAY	NY	12074	2				(518) 882-9414
162304	162321	176702	MINI CHOPPER #61	91 N MAIN ST	MECHANICVILLE	NY	12118	1		1427-0000		(518) 664-2520
162304	162321	361644	WEVER MOBIL MART	219 GUIDEBOARD RO	HALFMOON	NY	12188	1			916379	(518) 383-9189
162304	162321	410914	SCHAGHTICOKE CARWAS	MAIN STREET	SCHAGHTICOKE	NY	12154	1				(518) 753-4072
162304	162321	450796	WILTON MOBIL MART	216 BALLARD RD	GANSEVOORT	NY	12831	1				(518) 584-5884
162304	162321	484757	WEVER MOBIL MART	75 HUDSON AVENUE	STILLWATER	NY	12170	1				(518) 664-4121
162304	162321	553883	BONFARE FN PD	GEYSER ROAD	BALLSTON SPA	NY	12020	1				(518) 885-7519
162304	162321	624483	U.S. FOOD MART	118 GARNER STREET	COHOES	NY	12047	1				(518) 237-0530
162304	162321	677775	GEMMETT RAINBOW	3775 LEWIS RD	BALLSTON SPA	NY	12020	1				(518) 885-4847
162304	162321	689443	MALTA CORNER	MINI MART	BALLSTON SPA	NY	12020	1				(518) 899-3306
162304	162321	701435	BONFARE CONVENIENT	RR 3	BALLSTON SPA	NY	12020	1				(518) 899-4498
162304	162321	744043	WEVER CAR WASH	ROUTE 29 & 40	GREENWICH	NY	12834	1				(518) 692-3196
162304	162322	767857	POWERS BONFARE 5102	389 TROY SCHENECT	LATHAM	NY	12110	1				(518) 785-3282

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 25  
DATE: 97-06-30  
TIME: 09:19 AM

WHOLESALE : 194040 FINKLE DISTRIBUTORS, INC. <DIRECT>  
TEMPLATE : 701143 70900 DOR B261F SEPT  
TEMPLATE SEQ : 0014  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
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162305	162322	176021	EMIL'S NEWS	99 WASHINGTON AVE	ALBANY	NY	12210	1				(518) 462-0886
162305	162324	186732	RED BARREL #16	PO BOX 6125	KINGSTON	NY	12401	1			1872-0000	(914) 679-9436
162305	162324	186732	RED BARREL #16	1 MAIN STREET	MIDDLEBURY	NY	12222	1			1872-0000	(518) 827-5656
162305	162326	24143	KETCHUM'S GENERAL	RT 143 PO BOX 212	WESTerlo	NY	12193	2				(518) 797-9403
162305	162322	362019	LARK ST NEWS & GROC	252 LARK ST	ALBANY	NY	12210	1				(518) 465-5800
162305	162322	385765	ALBANY NEWS & VARIE	396 CENTRAL AVE	ALBANY	NY	12206	1			0362-0102	(518) 427-0271
162305	162322	542554	A-PLUS #60009F	1221 WESTERN AVE	ALBANY	NY	12203	1				(518) 469-1746
162305	162326	660703	DELAWARE & ELM MOBI	594 DELAWARE AVE	DELMAR	NY	12054	1				(518) 439-3682
162305	162327	700333	QUAIL STREET NEWS	122 QUAIL ST	ALBANY	NY	12206	1				(518) 465-8123
162305	162327	721873	AIS PETROLEUM	585 BROADWAY	KINGSTON	NY	12401	1				(914) 331-3099
162305	162327	729858	COUNTRYSIDE MOBIL	MART	EAST BERNIE	NY	12059	1				(518) 872-1989
162306	162328	176271	DAVE'S MARKET	ROUTE 43	STEPHENTOWN	NY	12168	3				(518) 733-5733
162306	162328	176609	UNITED SMOKE SHOP	2 E MARKET ST	RHINEBROCK	NY	12572	1				(914) 876-7185
162306	162326	580521	GREENBUSH TAPELASH	DEA JIFF E MART	AVERILL PARK	NY	12018	2				(914) 674-0145
162306	162326	619795	MINI CHOPPER #66	53 MAIN ST	CHATHAM	NY	12037	1			1427-0000	(518) 674-0145
162306	162327	705374	M&S MART, INC.	RT. 209 & LEGGETT	STONE RIDGE	NY	12484	1				(914) 687-9141
162306	162326	706812	CPF SUNOCO CHATHAM	52 HUDSON AVE	CHATHAM	NY	12037	1				(518) 392-5442
162306	162326	714675	MANI PETROLINE	124 FAIRVIEW AVE	HUDSON	NY	12534	1				(518) 828-1580
162306	162325	728378	US MOBIL MART	295 COLUMBIA TPKE	RENSSELAER	NY	12144	1				(518) 477-4410
162306	162325	742348	ZEE PETROLINE, INC.	123 SOUTH HUDSON	CHATHAM	NY	12037	1				(518) 392-7195
162306	162325	767452	BONFIRE FN PD 51031	908 RIVER ST	TROY	NY	12180	1				(518) 273-8215
162308	162329	444732	MALWA CORPORATION	266 STATE ROUTE 5	LAGRANGEVILLE	NY	12540	5				(914) 452-3060
162308	162329	701398	GARCHA PETROLEUM CO	127 W MAIN ST	WAPPINGERS FLS	NY	12590	1				(914) 297-6880
162605	162226	039829	RED BARREL #9	MAIN STREET	CHEMANGO BRIDG	NY	13745	1			1872-0000	(607) 648-2844
162605	162228	269986	SUNOCO COOP #7471	N MAIN & SECOND	ELMIRA	NY	14901	2				(607) 732-9710
162605	162228	515814	SUNOCO COOP #7473	48 DENISON PARKWA	CORNING	NY	14830	2				(607) 936-9713
162605	162228	691794	SUNOCO COOP #7475	501 E WATER ST	ELMIRA	NY	14901	2				(607) 734-9060
162605	162228	764325	SUNOCO COOP #7474	1123 S MAIN ST	HORSEHEADS	NY	14845	1			0362-0309	(607) 739-3715

PAGE BREAK TOTAL ACCOUNTS

115

TOTAL QUANTITY

192

TEMPLATE TOTAL ACCOUNTS

115

TOTAL QUANTITY

192



To All RJR Retail Partners

**RETAILER LETTER**

**IDORAIL B2G1F**

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED TOBACCO.

**IMPORTANT NOTE: THIS IS NOT A TAKE AT YOUR WHOLESALER.  
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.  
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.**

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

RETAILER COPY

51845 8606



09/22/97

ACCOUNT NUMBER: 194040 FINKLE DIST INC  
VOUCHER NUMBER: 15370825 ROUTE 30  
DATE WRITTEN: 09/22/97 MAYFIELD , NY 12117  
STATUS: PAID  
AMOUNT PAID: 220.50 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	15.75	220.50

EXPLANATION: SEPTEMBER: DORAL B2G1F PROMOTION #701143/SR 162303

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